

Message Text

UNCLASSIFIED

PAGE 01 OSLO 00342 201805Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 OPR-02 /022 W

-----201945Z 118158 /47

R 201510Z JAN 77

FM AMEMBASSY OSLO

TO SECSTATE WASHDC 0000

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMEMBASSY STOCKHOLM

UNCLAS OSLO 0342

E.O. 11652: N/A

TAGS: BEXP, AFSP, NO

SUBJECT: FY 77 COUNTRY COMMERCIAL PROGRAM: FIRST QUARTER
PROGRESS REPORT

REF: (A) OSLO 5268 (76) (B) OSLO 5114 (76)

1. ONLY SIGNIFICANT DEVIATIONS FROM PROGRAM ARE:

CAMPAIGN 2: FOOD PROCESSING EQUIPMENT: FOREIGN BUYER GROUP TO
OCTOBER '76 SHOW CANCELLED AS EXPLAINED IN REF (A).

CAMPAIGN 5: ENERGY SYSTEMS: EMBASSY COOPERATED WITH USDOC AND
AMEMBASSY LONDON IN PROMOTING US SECTION OF OFFSHORE INTERNATIONAL
EXHIBITION AT BIRMINGHAM. PROVIDED MAILING LISTS OF PROSPECTIVE
EXHIBITORS AND VISITORS; MAILED PROMOTIONAL LEAFLETS; HOSTED
RECEPTION (FUNDED BY USDOC'S PUBLICITY CONTRACTOR IN ENGLAND)
IN STAVANGER FOR LIKELY VISITORS.

2. OTHER COMMENTS:

CAMPAIGN 4: BUILDING SUPPLIES AND EQUIPMENT: CAMPAIGN ACTION 2 IS
FBG PROMOTION FOR OCTOBER '76 OR '77. WE FOUND CONSIDERABLE
INTEREST IN '77 FBG, AND WILL BUILD ON THAT.

CAMPAIGN 6: RECOGNIZING CHANGE IN IN-STORE PROMOTION PLANS AS
REPORTED IN REF (B), RECOMMEND ACTION NO. 1 BE CHANGED TO
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"PLAN IN-STORE PROMOTIONS OF CONSUMER GOODS AT SUNDT'S,
KLOVERHUSET, AND CHRISTIANIA GLASMAGASIN AND SUBMIT LIST OF
SALEABLE, PROMOTABLE CONSUMER PRODUCTS," WITH MARCH 31 AS TARGET
DATE FOR INITIAL PLANNING AND PRODUCTS REPORT. PROMOTION WILL
PROBABLY BE IN SPRING '78.

LONDON TRADE CENTER SUPPORT: FOLLOWING FOREIGN SERVICE INSPECTOR'
RECOMMENDATION CONCERNING EMBASSY SUPPORT OF LONDON TRADE CENTER

SHOWS, EMBASSY INVESTAGATED FEASIBILITY OF GROUP TRIPS (FOUND
LEAD TIME INSUFFICIENT), AND MAILED LTC "DATACOM" FLYERS TO
BEST NORWEGIAN PROSPECTS. AWAITING LTC REPORT ON OUTCOME.
PROPOSE SUPPORT ALSO TO LTC'S TELECOMMUNICATIONS EQUIPMENT
SHOW IN MAY.

COMMERCIAL LIBRARY: LIBRARY AND THREE OFFICES (COMMERCIAL
SPECIALISTS CAMPBELL AND OLSEN, AND COMMERCIAL LIBRARIAN
STORGAARD) RELOCATED IN SPACE ADJACENT TO USIS LIBRARY TO
RATIONALIZE LIBRARY OPERATIONS AND IMPROVE PUBLIC ACCESS TO
COMMERCIAL LIBRARY.

BREMER

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Message Attributes

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Channel Indicators: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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